CANADIAN MOVING PICTURE DIGEST

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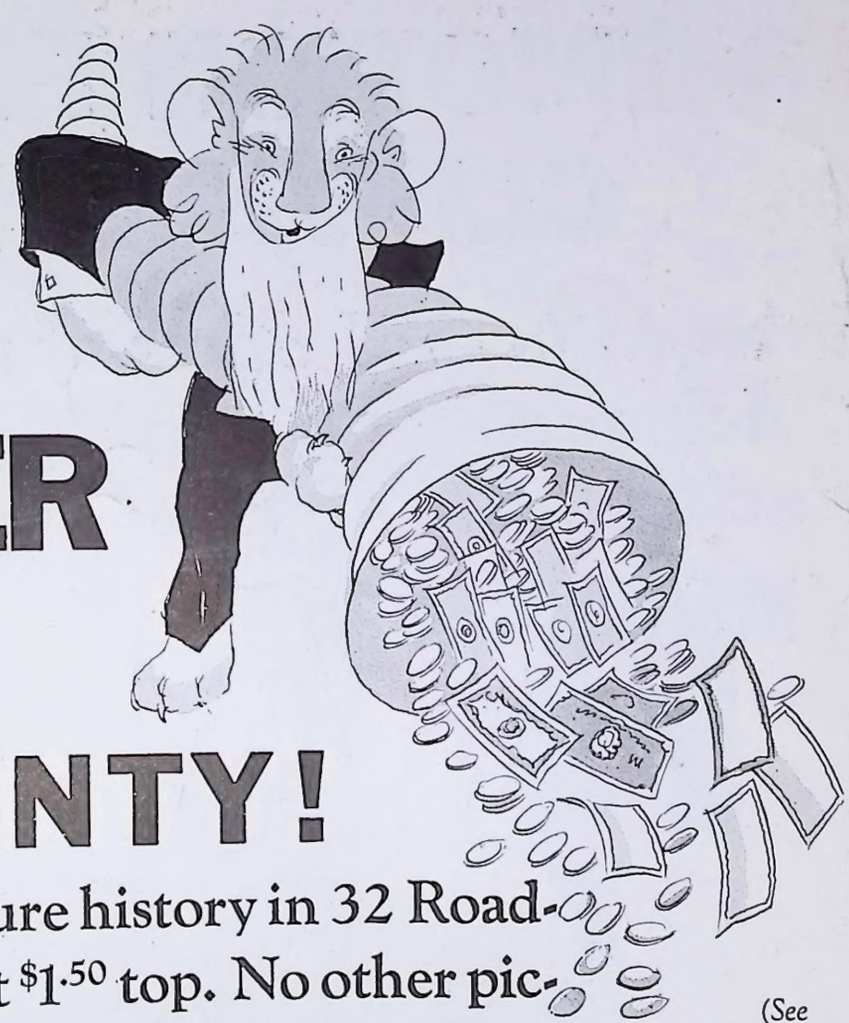

TRADER HORN OF PLENTY!

Making motion picture history in 32 Road-Show engagements at $1.50 top. No other picture today is so keenly awaited by the public!

(See inside this cover)

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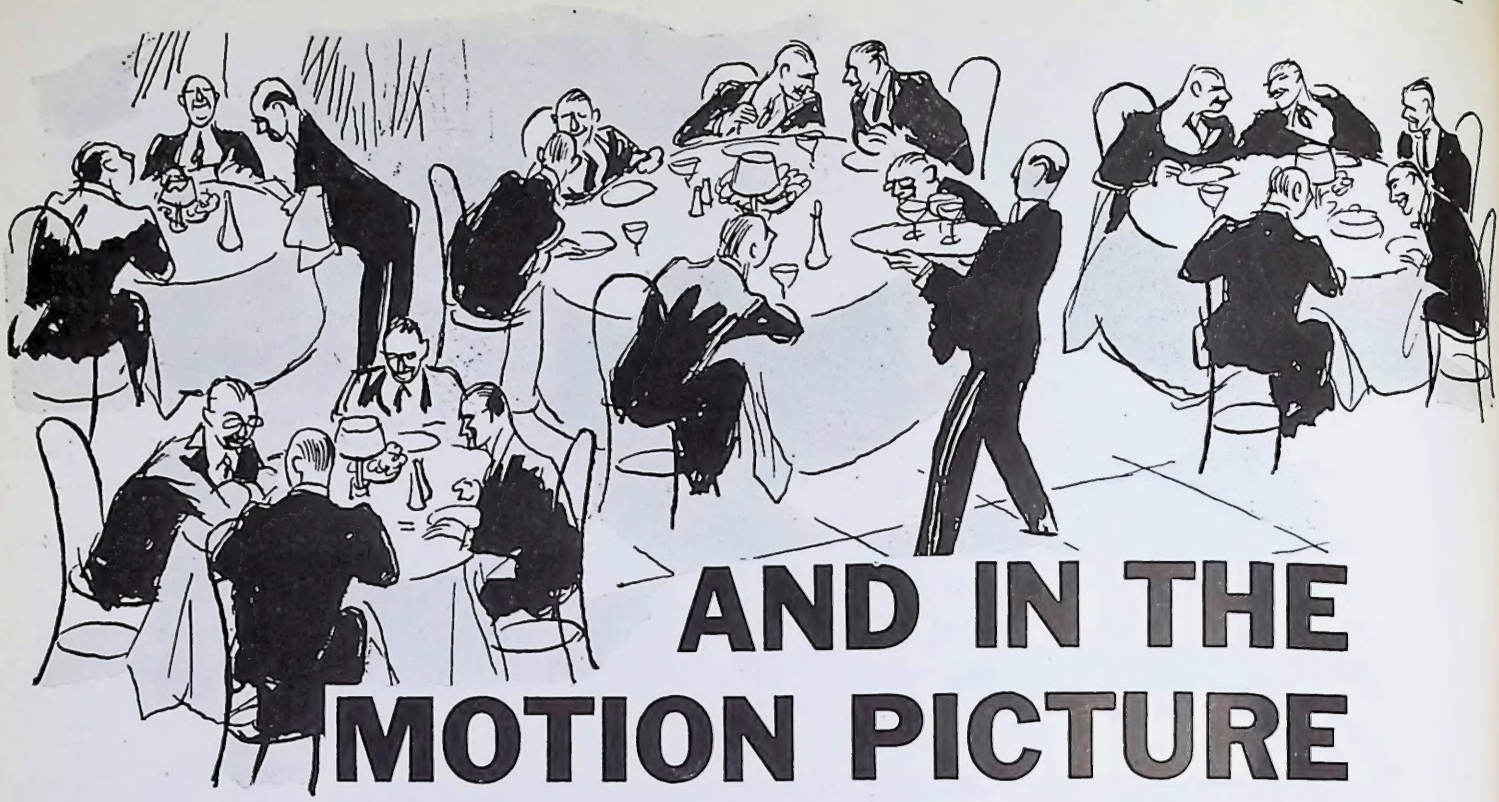

AND IN THE MOTION PICTURE CLUB, NEW YORK

Listen in to the leaders of this industry at their favorite gathering place. The principal topic of conversation is

TRADER HORN

32 ROAD-SHOW ENGAGEMENTS AT $1.50 TOP ARE MAKING MOTION PICTURE HISTORY!

METRO-GOLDWYN-MAYER

DON'T FORGET!

the

NEW PROCESS
NOISELESS RECORDING

is also a product of the Bell System Laboratories which produced the first successful sound equipment for theatres, 7,750 of which have now been installed in 55 other countries, and in Canada.

Enquire of the

RESEARCH PRODUCTS SALES DEPARTMENT

NORTHERN ELECTRIC COMPANY LTD.

637 CRAIG STREET WEST

MONTREAL, P.Q.

Northern Electric
The VOICE of ACTION
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Western Electric in U. S. A.

Box Office Dynamite--

FOX FEATURES

AND

FOX CANADIAN MOVIETONE NEWS

Theatre Patrons are Demanding the Best in Motion Picture Entertainment, and, Mr. Exhibitor, if You are Not Showing FOX PICTURES you are Violating the Confidence of Your Customers.

Fox Film Corporation, Limited

HARLEY L. CLARKE, President.

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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RAY LEWIS
Editor and Managing Director

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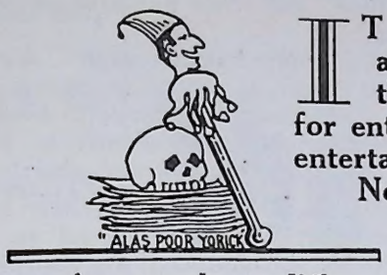
Mob Entertainment



IT HAS been said that you "cannot fool all the people all the time;" and there is no doubt about the fact that you cannot entertain all the people all the time; for entertainment is as varied as are those who come to be entertained.

Now we have made a very definite statement in connection with Mass Entertainment, and we question this statement even while this ink is wet.

Are people so different in their tastes that they react differently?

Is the theory of "mob psychology" a faulty one?

Are the High-Brows the only individualists, in respect to their love of "Art for Art's sake," and their definition of Art?

Is the High-Brow, or the Low-Brow, the best critic of Entertainment?

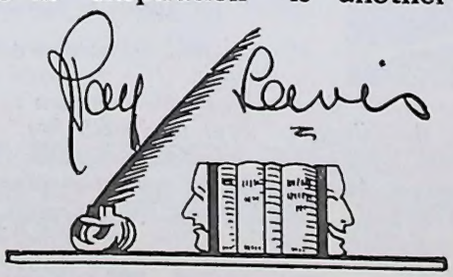
We enter a labyrinth of questions and answers, the answers which do not answer the question, but are themselves further questions. What have the High-Brows acclaimed as the ultra in high-class Entertainment? Let us select one example, not too remote, and well-known sufficiently to present our idea! "The Strange Interlude" by Eugene O'Neil! The High-Brows adored it; and even persuaded the mob, through press eulogiums, that it was the superlative of superlatives in Entertainment. It was Art with every letter capitalized.

Your editor had to wear a look of humility among all of her friends; and finally arrived at a stage of Silence when this play was discussed at Social Teas, Bridges, etc., for your editor thought that "The Strange Interlude" had no dramatic technique, nor any reason to be presented upon the stage, that it was nothing more, nor less than a sex revelation, all the rungs of the sex ladder, and with the Angels certainly "coming down the ladder," all the way down! and no angels going up. Not one vista of inspiration through the five, or six hours of talk, talk, talk.

A great many of the "yessirs" of "Strange Interlude" have now changed their strange opinions, which proves that they were under the influence, at a certain time, of the "mob psychology," or hysteria, the mesmeric criticism of the press; and the minority, who look upon O'Neil as a god, beyond criticism!

The mob reacts in the same way in its verdicts of approval, only the mob changes its opinions much more quickly than the High-Brows, and whereas, one day it tramples its people underfoot to get a look at Rudy Vallee, the next week it may hiss him off the screen, as recently happened!

However, there must be some fundamental principle governing Entertainment. Let us take "East Lynne," for example, the mob, including the High-Brows acclaimed it Entertainment. Greta Garbo in "Inspiration" is another popular favorite, Marlene Dietrich in "Dishonored," another unanimous hit, Charlie Chaplin in "City Lights" is in this class of Entertainment also! This leads us to conclude that you can fool all the High-Brows all the time, but some of the mob, only some of the time!



Gaumont British to Increase Output One Hundred Per Cent.

RAY PRESENTS

RAY LEWIS

THE OTTAWA CITIZEN had an editorial of recent date in which The New Nationalism was stressed as this refers to Canada; and the pressure of the U. S. influence by way of propaganda, sales and general economic forces which Canada is subjected to in her efforts to survive as a distinct nation.

"Much of the present nationalism in Canada is spurious. It is directed toward severing political ties with Great Britain, while the economic basis of Canadian nationalism is being steadily undermined by American money.

"Along with the economic annexation of Canada, the Canadian people are being brought more than ever before into the orbit of American publicity. Canadian newspapers survive, but the motion picture in Canada is entirely dependent upon the United States. The propaganda effect of the films is of immense commercial value to American business.

"Recently commenting on the visit of the Prince of Wales to South America, as a factor for British business, one of the brightest of American business papers remarked that the constant influence of United States films would far exceed any effect that the British Empire Trade Exhibition in Buenos Aires, or the presence of the British princes would have on the trend of business. How much more is the influence of United States film enterprises in Canada, where the people take in the entertainment nightly, just as naturally as the children attend the public schools daily?

WE, in Canada, who have always recognized the power of the screen, by way of propaganda towards nationalization processes and by way of economic values, in relationship to Trade, find in the editorial of the Ottawa Citizen, no new slant on the film situation in Canada: it is but the re-opening of an old wound.

While the dominant theatre chain was under Canadian control we still were dictators as to what was presented at these theatres in Canada, we still had the inspiration to expect a Canadian showmanship in a Canadian financed theatre chain, but with Paramount-Publix now in control, and Paramount-Publix a producer-distributor of its own product, the result is obvious.

Not long ago, Mr. Adolph Zukor returned to his native village in Europe. It is reported that because of the generosity of his donation to the village, the villagers "went mad with joy."

Even hard-boiled business magnates, who believe that Might is Right, and that Mergers and Monopolies, which mean Big Business for the Big Fellows, even if the Little Fellows must "close up shop," still retain an affinity with their native land.

And yet, it is this human complex, that these Big Fellows forget, in respect to another man's land. Mr. Zukor must be puzzled to know why we Canadians object tremendously to his annexation of our dominant theatre chain!

OF COURSE, Mr. Zukor may have been led to believe that Canadians are all as indifferent about this situation as I. W. Killam, who sold out, but we are endeavoring to give Mr. Zukor a proper view of the situation! He knows that Famous Players should be Canadian-controlled. He has always said so. He knows that Canada will find "ways and means" to control her screen! Why not face the situation now and give Canadians the control of Famous Players Canadian Corporation?

Mr. Zukor and Mr. Killam know that the shareholders can force the issue by asking for a judicial investigation of the affairs of the company? There is a straight case for legal action here!

The shareholders can secure a legal decision on the transfer of Famous Players Canadian shares for Paramount-Publix, in view of Greenshields & Co.'s prospectus, which offered the public shares based on a declaration that the company was to be Canadian-controlled!

They know that the trust agreement could not bind the shareholders to give up their voting rights, if the shareholders refused to abide by this arrangement of this Corporation! They know that the Trust Agreement is as full of holes as a Swiss cheese!

They KNOW the duties of a trustee, and that these duties are legally clearly defined; and that under no circumstances must a trustee direct the management of his trust for his own benefit, but rather in the interests of the Corporation!

ON THURSDAY, April 9th, the financial column of the press quoted Famous Players Canadian shares at $14.50 a share in a sale of 25 shares.

Just one year ago, Killam in May, 1930, the Queen's Birthday, and Empire Day, sold out the Famous Players Canadian shareholders to U. S. control, for "the betterment of their interests," so he said; and the Famous Players shares are to-day just one-fifth in price of what the Gaumont-British offered, namely $75.00 cash a share, in August of 1929!

It looks as if Killam did the shareholders "good"; and perhaps he thinks the shareholders are not aware of what was done to them; and are not intending to further investigate this deal!

The Digest has been giving advice in this Motion Picture Industry for many years; and

(Continued on page 8)

Harry M. Warner Loses Only Son, Industry Mourns

It's a Clear Case of "I Told You So!"

"The Middle Watch"

Another of the Famous "Imperial Eight" Feature

Pictures, Plays to Capacity Business at the Uptown Theatre, Toronto, the Key House of the Famous Players Circuit!

Distributed in Canada by

Regal Films Ltd.

British International Pictures Ltd. Present

The Middle Watch

A Naughty, Nautical Romance

CAST INCLUDES

JACQUELINE LOGAN

OWEN NARES

and an outstanding array of leading British players

Farce, Fun and Frolic on the High Seas

Two girl stowaways are discovered on board one of H.M. battleships. To save the situation the admiral had to be compromised - - - and how!

THIS IS THE PICTURE SELECTED BY BRITISH PRODUCERS FOR SHOWING TO THE DELEGATES TO THE RECENT IMPERIAL CONFERENCE IN LONDON AS THE BEST OF BRITISH TALKING PICTURES

Observations — The Spotlight — By The Editor

MILDRED MARIANN BENNETT, sister of The Right Honourable R. B. Bennett, Prime Minister of Canada will wed on Tuesday, April 14th, Major William Duncan Herridge of Ottawa, newly appointed Ambassador to Washington; and formerly personal advisor to the Prime Minister.

* * * *

MISS BENNETT was her distinguished brother's "right-hand man," as it were, during his various election campaigns, and as Leader of his Party, fulfilling the various offices of a gracious hostess, convincing speaker, and an excellent advisor. She has no doubt been an important factor in winning the large women's vote which registered for the Prime Minister, on that famous Tory July 28th, 1930.

* * * *

MISS BENNETT has charm, personality, tact, and that certain diplomacy which will make her position, as wife of the Canadian Ambassador, a source of gratification to the Canadian Legation at Washington.

* * * *

MOTION PICTURES is not an unknown subject to the coming Mrs. Herridge, for in several discussions which your editor had with her, Miss Bennett who had visited the studios in Hollywood, and who considered Motion Pictures excellent Entertainment, expressed a knowledge of Motion Pictures which only could be obtained through a keen interest in the subject.

* * * *

THE NEW Canadian Ambassador, Major Herridge, is the son of the late Right Rev. Dr. Herridge, a clergyman of renown, who was at one time moderator of the Presbyterian General Assembly of Canada.

* * * *

AS for Major Herridge, he has won fame for himself as a legal authority of international distinction, and during the Great War was mentioned in several dispatches for military service, being awarded the Distinguished Service Order, and the Military Cross, with bar; and prominent among his victories is the wooing and winning of Miss Bennett.

* * * *

MAJOR HERRIDGE accompanied the Prime Minister during the July election campaign; and also made the trip with the Right Honourable R. B. Bennett to the Imperial Economic Conference, London. He has been closely associated with the Prime Minister for many months; and the Prime Minister was inspired to his appointment because of his knowledge of Major Herridge's unique ability and legal equipment to fulfill just such a position.

* * * *

BOTH Canada and the United States are to be jointly congratulated, the latter on the happy selection which Canada has made in respect to its new ambassadorial representatives at Washington, for the Canadian Legation will indeed have two Canadians representing Canada, who will fulfill that which Canada stands for in nationalism, in tradition, in courage, frankness, in sincerity, in honour, and in charm!

IT IS not an insignificant fact that Miss Bennett was born at Hopewell, New Brunswick. Her birthplace is indicative of the spirit which she conveys, and which will inspire the joint efforts of herself, and Major Herridge, Canadian Ambassador to Washington.

Six Units in Rehearsal

At Warner Bros. studios six units are in rehearsal. These include "Night Nurse" in which Barbara Stanwyck and Ben Lyon will be seen; "Alexander Hamilton," having George Arliss in the title role; "Heat Wave," Roland Pertwee's play introducing William Powell as a Warner star; "Side Show," the comedy that is to bring Winnie Lightner and Charles Butterworth into combinaton as co-stars; "Poor Gigolo," the new vehicle for Frank Fay and "Virtue's Clothes," adapted from "Jackdraws Strut," for Constance Bennett.

Ray Presents

(Continued from page 6)

our readers have only to refer to their files to learn that The Digest has read "the handwriting upon the wall" correctly!

Again The Digest prophesies that until the shareholders secure a "square deal" in connection with the absorption of the Famous Players Canadian Corp., and Canada regains the control of her Canadian-financed and promoted theatre chain, reaching from coast to coast, the interests of the entire U. S. Film Industry will be the subject of inquiry and investigation, Canada will be forever watching to protect her Film Interests and Canada!

MEANWHILE, the shareholders would like a statement from Mr. Zukor as to what has happened to the Famous Players Canadian Corporation? How many shares were exchanged? How many not exchanged; the policy governing the management of the Famous Players, and Paramount-Publix in Canada; and incidentally a report on the increase of Paramount bookings in Famous Players houses, since the Paramount-Publix control? Shareholders would also like to be informed as to whether Famous Players is being operated for the benefit of its shareholders, or as a market for Paramount Pictures? Shareholders would also be interested in a Canadian directorate, representative of shareholders, who had more than one, or two shares, who were sufficiently interested financially in Famous Players to govern its policy of operation for the benefit of Famous Players shareholders!

"City Lights" at Loew's Pulls Big Line-Up in Pouring Rain!